

REMARKS

After entry of the foregoing amendments, claims 1-13 are pending in the application.

Claim 10 stands rejected as anticipated by Perkowski (5,950,173). Applicant respectfully traverses the rejection.

Claim 10 makes reference to scanning a tag associated with a garment. Applicant finds no mention of a tag in the excerpt cited in the Action (i.e., col. 6, lines 12-20), nor elsewhere in this reference. In particular, the cited excerpt states only:

Another object of the present invention is to provide such a system, wherein when the system is in its IPI Finder Mode, a predesignated information resource (e.g. advertisement, product information, etc.) pertaining to any commercial product registered with the system can be automatically accessed from the Internet and displayed from the Internet browser by simply entering the registered product's UPN into the Internet browser manually or by bar code symbol scanning.

Moreover, Perkowski is not understood to perform the "identifying" act of claim 10. Instead of identifying clothing or accessories, Perkowski teaches identifying a QuickTime video clip (i.e., by its URL).

Accordingly, Perkowski does not anticipate claim 10.

(New claims 12 and 13 have been added, further defining the method of claim 10.)

Claims 1-9 stand rejected as unpatentable over Bloomberg (5,765,176) in view of Shkedy (6,260,024).

The Action states that Bloomberg teaches "*providing a printed catalog that includes an image of an article offered for sale by a merchant, the image is steganographically encoded with plural-bit binary data.*" However, applicant finds no such teaching in that reference.

The cited excerpts from Bloomberg do not appear to so teach. The abstract makes no reference to a catalog, an article offered for sale, an image, or steganographic encoding. Nor does col. 3, line 28 – col. 5, line 16. (This last excerpt seems to be a discussion of prior art, which Bloomberg generally dismisses as "deficient." See col. 5, lines 48-49.)

In view of the art's failure to teach that for which it is cited, Applicants respectfully submit that the Office has failed to present a *prima facie* case under § 103. Accordingly, other deficiencies in the rejections are not belabored.

Favorable reconsideration is solicited.

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Respectfully submitted,

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